

NEW YORK CITY AND SEDONA, ARIZONA HAVE ONE IMPORTANT THING IN COMMON. THE LATEST BELL SYSTEM TECHNOLOGY.



One example of Bell System technology working for you is electronic switching.

Bell designed an electronic switching system especially for small towns. So the people in Sedona get the same sophisticated phone service as people in big cities like New York.

Electronic switching handles your calls more efficiently than other systems. And it makes your telephone a more versatile, useful instrument. For example, if you're already talking, the phone beeps at you to let you know there's another call waiting.

Or you can set your home phone so that your incoming calls "follow" you around town.

If you want to talk to two people at once, three-way calling lets you do just that. And, to reach the people you call frequently, you can program your phone so that you just push two numbers to make the call.

Electronic switching. Bell Labs designed it. Western Electric custom-builds it.

For big cities and small towns alike.



Roy Ronan is the Bell System man in charge of Sedona's electronic switching system.



With electronic switching, your calls can follow you wherever you go.



Keeping your communications system the best in the world.